MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

MLC1113 – MEDIA CULTURE

(All sections / Groups)

13 OCTOBER 2015
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages with 6 Questions only.

2. Answer **FOUR** (4) out of SIX (6) questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

SHORT ESSAYS (4 x 10) 40%

*Attempt **only FOUR (4) of the following SIX (6)** questions and print your answers clearly in the Answer Booklet.*

NOTE: Always define keywords and provide examples to elaborate your discussion.

QUESTION 1

Émile Durkheim (1858-1917) is a French social theorist who was one of the pioneers in the development of modern sociology. Durkheim believed that scientific methods should be applied to the study of society.

a) Based on the above statement, what were the scientific methods or binding force that held society together?

(6 pts)

b) Provide relevant and real-life examples to illustrate your understanding.

(4 pts)

QUESTION 2

Powerful forces use the media to influence us with their ideologies and for their commercial purposes. The media becomes the tool of propagandists, advertisers, and other persuaders. Scholars have devised numerous ways to dissect and categorize the mass media. These include the Hot vs. Cool Media, Entertainment and Information, and Elitist & Populist.

a) Define and discuss the concept of **Elitist and Populist**.

(6 pts)

b) Provide relevant and real-life examples to illustrate your understanding.

(4 pts)

Continued .....

QUESTION 3

> ***"The Arab male is portrayed as a contemptible character — cowardly, primitive, ignorant, cruel, vicious, lecherous and, often, fabulously wealthy. An Arab woman is either a sensuous belly dancer, whore, terrorist or a veiled, silent appendage to her husband."***
>
> ~ excerpt taken from the article: Hollywood's Arab: Still Stuck in the Desert by Jack Shaheen (http://www.medialit.org/reading_room/article385.html)

The excerpt above describes one of the most common forms of media representation – media stereotype.

a) Define and discuss media stereotype in your own words.

(6 pts)

b) Give other contemporary examples of media stereotypes.

(4pts)

QUESTION 4

Is Cyberspace a place to explore utopian possibilities, or wrecking yard for traditional culture?

a) Discuss the **gains** and **loss** of the Internet culture.

(6 pts)

b) Cite relevant contemporary examples to illustrate your points.

(4 pts)

Continued .....

QUESTION 5

"Individuals fear social isolation and only therefore speak out in public if they perceive themselves to be in the present or future majority on an issue."

a) Explain the phenomenon above based on the **Spiral of silence** theory proposed by Noelle-Neumann.

(6 pts)

b) Provide relevant examples to illustrate your understanding of this theory

(4 pts)

QUESTION 6

"McLuhan appears to distinguish two broad classes of extensions of the organism: extensions of the body and extensions of cognitive functions, which include functions of the senses, central nervous system, and 'consciousness'.

a) Explain the phrase **extensions of the body** coined by Marshall McLuhan (1967) and provide relevant examples to illustrate your understanding of his theory

(5 pts)

b) Explain how **Media are also seen as an extension** of the senses, particularly those of **sight and sound**.

(5 pts)

End of paper